

that it showed friendship for any one to squint at him. It was also considered a sign of probity to have the lips primly closed and drawn.¹ The Italian *cicisbeo* in the seventeenth century was a *cavalier servente*, who attended a married lady. Such men practiced extravagances and affectations, and are generally described as effeminate.²

200. Heroes, scapegoats and butts, caricature. Fashion sets, for any group at any time, its pet likes and dislikes. The mass must have its heroes, but also its victims and scapegoats and the butts of its ridicule. Caricature is futile when it is destitute of point. The test of it lies in the popular response which shows whether it has touched the core of the thing or not. When it can do this it reveals the real truth about the thing better than a volume of argument could do it. Sometimes a popular conviction is produced by a single incident which is a very important societal fact. The voyage of the Oregon from the Pacific (1898) convinced the American people that they must cut a canal through the isthmus. Probably this conviction was a *non sequitur*, but argument cannot overcome it, and it will control action with all the financial and other consequences which must ensue. A satire, an epigram, or a caricature may suffice to produce such a conviction.

201. Caricature. The mere rhetorical form may have the greatest importance. A caricature often stings national vanity. A state may be represented as afraid, as having "backed down" as having appeared ridiculous. Group vanity is often a stronger motive than personal vanity, and the desire to gratify it will prove stronger than any rational conviction.

202. Relation of fads, etc., to mores. Thus the vanities,

desires, prejudices, faiths, likes, and dislikes,
which pervade a
society, coerce dissenters and become stronger
and stronger
mass phenomena. They then affect interests.
Then they wind
strands of influence and control around individuals
and demand
sacrifices. In their combination they weave
webs of action
which constitute life and history. The selection
which they

¹ Erasmus, *De Civil. Morum Pueril*^ I, i, I.

² De Maulde, 470.